



## USDA Fruit and Vegetable Industry Advisory Committee Meeting Minutes

<b>Agency/Program</b>	USDA Agricultural Marketing Service (AMS)   Specialty Crops Program (SCP)
<b>Meeting Purpose</b>	The two-day virtual meeting was convened to examine draft recommendations to the Secretary of Agriculture on how USDA can tailor programs and services to better meet the needs of the U.S. produce industry. Discussion topics comprises labor and production; food safety; climate and infrastructure; and consumption.
<b>Meeting Purpose</b>	Day 1: Wednesday, November 03, 2021   10:00 am to 3:00 pm Day 2: Thursday, November 04, 2021   10:00 am to 3:00 pm
<b>Meeting Location</b>	Virtual Zoom Webinar
<b>Facilitator(s)</b>	FVIAC Chair Paul Lightfoot and FVIAC Designated Federal Officer (DFO) Darrell Hughes
<b>Attendees</b>	See attendance report (pages 3-4)

<b>Next Steps (Task, Assigned To)</b>	<b>Owner</b>	<b>Due Date</b>
Finalize and submit draft recommendations to the Chair and DFO.	Subcommittee Leads: <ul style="list-style-type: none"> <li>• Labor and Production [Julie Masser Ballay]</li> <li>• Food Safety [Kiley Harper-Larsen]</li> <li>• Climate and Infrastructure [Tom Lipetzky]</li> <li>• Consumption [Bret Erickson]</li> </ul>	Within 60 days of 11-2021 meeting.
Route final recommendations via USDA leadership channels.	FVIAC DFO	Within 120 days of 11-2021 meeting.
Discuss recommendations provided by United Fresh via written public comments and follow-on feedback pertaining to the future of specialty crops market news services.	FVIAC CHAIR and DFO	Within 90 days of 11-2021 meeting.

<b>Decisions Made (What, Why, Impacts)</b>
<ul style="list-style-type: none"> <li>• FVIAC representatives developed draft recommendations, whereas this meeting was used to discuss the finalization of the draft recommendations. No decisions were made on the finalization of the draft USDA recommendations.</li> <li>• FVIAC representatives requested and received additional administrative working time to revise the draft recommendations to take into consideration information provided by various subject matter experts.</li> </ul>



## USDA Discussion Topics

- The FVIAC representatives heard from and engaged with USDA experts on several topics.
  - USDA AMS Program Updates
    - Grants | John Miklozek – Transportation & Marketing Grants Director
    - Food Procurement | Christopher Purdy - CPP Associate Deputy Administrator
    - Perishable Agricultural Commodities Act | Judith Rudman - PACA Director
    - Specialty Crops Inspections | Jessica Brower - SCP Inspections Associate Director
  - Risk Management Agency on proposed modifications to Whole Farm Revenue Protection (WFRP).
    - Tara Ponds - RMA Specialty Crops Liaison
    - Lane Webb - RMA Risk Management Specialist
    - Griffin Schnitzler - RMA Risk Management Specialist
  - USDA Senior Advisor on climate and infrastructure policies.
    - Robert Bonnie - OSEC Senior Advisor
  - Food & Nutrition Service on the expansion of healthy-eating campaigns and/or grants.
    - Corey Holland – USDA FNS CNPP Nutritionist
    - Jackie Haven - USDA FNS CNPP Deputy Director
  - Specialty Crops Market News on the future of market data reporting.
    - Ken Petersen - SCP Associate Deputy Administrator
    - Terry Long - SCP Market News Director
    - John Okoniewski - SCP Market News Deputy Director
    - Kimberly Mercer - SCP Market News Advisor

## Miscellaneous Items

- Presentations from various subject matter experts are available via the Resources section of the following link:  
<https://www.ams.usda.gov/event/usda-fruit-and-vegetable-industry-advisory-committee-virtual-meeting-november-2021>



## USDA Fruit and Vegetable Industry Advisory Committee

### Day 1 Attendee Report (November 03, 2021)

Panelist (Speaker) Details	Attendee (Public) Details
<p>Beverly Early - Closed Captioner Bret Erickson- FVIAC Representative Bruce Summers - AMS Administrator Charles Wingard - FVIAC Representative Christopher Purdy - CPP Associate Deputy Administrator Cindy Jewel - FVIAC Representative Corey Holland - CNPP Nutritionist Darrell Hughes - FVIAC DFO David Einstanding - FVIAC Representative David Sherrod - FVIAC Representative David Zapf - FVIAC Representative Donn Zea - FVIAC Representative Emily Stiles - ASL Interpreter George Hamner - FVIAC Representative Griffin Schnitzler - RMA Risk Management Specialist Heather Pichelman - SCP Associate Deputy Administrator Jackie Haven - USDA FNS CNPP Deputy Director Jennifer Griffin - ASL Interpreter Jessica Brower - SCP Inspections Associate Director John Miklozek - TM Grants Director Judith Rudman - PACA Director Julie Masser Ballay - FVIAC Secretary K.C. Ely - FVIAC Representative Karla Stockli - FVIAC Representative Kay Riley - FVIAC Representative Ken Petersen - SCP Associate Deputy Administrator Kiley Harper-Larsen - FVIAC Representative Lane Webb - RMA Risk Management Specialist Mae Wu - USDA MRP Deputy Under Secretary Michael Janis - FVIAC Representative Paul Lightfoot - FVIAC Chair Paul Teague - FVIAC Representative Sonia Jimenez - SCP Deputy Administrator Tara Ponds - RMA Specialty Crops Liaison Tom Lipetzky - FVIAC Representative Tommy Wilkins - FVIAC Vice Chair Troy Bland - FVIAC Representative</p>	<p>David De La Rosa Brava Management Aaron Acosta La Bonanza Avocados Donna Watson FL Dept. Of Agriculture &amp; Consumer Services Marissa Oakley Cherry Marketing Institute Rishi Banerjee Amazon Sami Burington Minnesota Department of Education Riley Bushue Northwest Horticultural Council Darrell Hughes USDA Kenneth Harrold The MITRE Corporation Mollie Van Lieu United Fresh Produce Association Lory Reveil American Frozen Food Institute Lisa Helfman Brighter Bites Stephen Davies Agri-Pulse Sarah Kinney USDA FNS- MWRO Margarita Raycheva IHS Markit Kristin Esch FDA Mariano Tafolla CFP Robert Guenther United Fresh Produce Jamie Clover Adams MI Asparagus Advisory Board Susan Purcell USDA AMS Shreela Sharma University of Texas School of Public Health Michelle Connelly CA Walnut Commission Allison Moore Fresh Produce Association of the Americas Gregory Goins North Carolina A&amp;T State University Katie Treece Valley View School District 365U</p>



**USDA Fruit and Vegetable Industry Advisory Committee  
Day 2 Attendee Report (November 04, 2021)**

<b>Panelist (Speaker) Details</b>	<b>Attendee (Public) Details</b>
<p>Audrey Draper - USDA-FDA Liaison Beverly Early - Closed Captioner Bret Erickson - FVIAC Representative Charles Wingard - FVIAC Representative Chiarra Foster - ASL Interpreter Cindy Jewel - FVIAC Representative Darrell Hughes - FVIAC DFO David Einstanding - FVIAC Representative David Sherrod - FVIAC Representative David Zapf - FVIAC Representative Donn Zea - FVIAC Representative Paul Lightfoot - FVIAC Chair Julie Masser Ballay - FVIAC Secretary George Hamner - FVIAC Representative Heather Pichelman - SCP Associate Deputy Administrator Jennifer Griffin - ASL Interpreter John Okoniewski - SCP Market News Deputy Director K.C. Ely - FVIAC Representative Karla Stockli - FVIAC Representative Ken Petersen - SCP Associate Deputy Administrator Kiley Harper-Larsen - FVIAC Representative Kimberly Mercer - SCP Market News Advisor Michael Janis - FVIAC Representative Paul Teague - FVIAC Representative Robert Bonnie - USDA Senior Advisor Sonia Jimenez - SCP Deputy Administrator Terry Long - SCP Market News Director Tom Lipetzky - FVIAC Representative Troy Bland - FVIAC Representative</p>	<p>David De La Rosa Brava Management Marissa Oakley Cherry Marketing Institute Riley Bushue Northwest Horticultural Council Kenneth Harrold The MITRE Corporation Lory Reveil American Frozen Food Institute Darrell Hughes USDA Sami Burington Minnesota Department of Education Stephen Davies Agri-Pulse Kristin Esch FDA Susan Purcell USDA AMS Cindy Finneseth Kentucky Horticulture Council Emily Hadden The Redding Firm Allison Moore Fresh Produce Association of the Americas Katie Treece Valley View School District 365U</p>

**From:** [Paul Lightfoot](#)  
**To:** [AMS - SCP FVIAC](#)  
**Cc:** ["Tommy Wilkins"](#); [Jballay@masserspuds.com](mailto:Jballay@masserspuds.com); [Katie Connors](#)  
**Subject:** Re: Please Approve - FVIAC November 2021 Meeting Minutes  
**Date:** Thursday, December 2, 2021 10:24:08 AM  
**Attachments:** [image001.png](#)

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I approve.

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**From:** AMS - SCP FVIAC <SCPFVIAC@usda.gov>  
**Date:** Tuesday, November 30, 2021 at 10:12 AM  
**To:** Paul Lightfoot <plightfoot@brightfarms.com>  
**Cc:** 'Tommy Wilkins' <tommy@growfarmstx.com>, [Jballay@masserspuds.com](mailto:Jballay@masserspuds.com)  
<[Jballay@masserspuds.com](mailto:Jballay@masserspuds.com)>, [Katie Connors <kconnors@brightfarms.com>](mailto:kconnors@brightfarms.com)  
**Subject:** Please Approve - FVIAC November 2021 Meeting Minutes

Good morning Paul:

I've attached the November meeting minutes for review and approval. Please respond to this email approving the minutes. A simple "I approve" will suffice.

Thank you,  
Darrell



**Darrell A. Hughes** | Designated Federal Officer  
Fruit & Vegetable Industry Advisory Committee  
U.S. Department of Agriculture | Agricultural Marketing Service  
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